

Social Media in Marketing & Communication («SMC»)

This course will give you a first look at social media strategies for businesses and how to use social media platforms for your corporation. This course builds on the Social Media Basic Course (SMGK).

Duration: 1 day

Price: 850.–

Course documents: Digital handouts

Content

Get to know the benefits of platforms such as Facebook, Instagram, LinkedIn, Blogs, YouTube or Google+ for personal and professional needs. They learn to judge social media concepts and become familiar with the mechanisms and dialogue in social media.

1. Introduction and basics
 - Current media landscape
 - Facts and figures
 - Opportunities and risks for companies
 - Fields of application (PR, marketing, market research, HR, sales and customer service)
 - SME or Group? B2B or B2C? Are there any differences?
2. Platforms and their benefits for marketing and communication
 - Facebook
 - Instagram
 - LinkedIn
 - Corporate Blog
 - Other platforms like Google+, YouTube, Flickr, Pinterest etc.
3. Strategy 2.0
 - Tasks of the «Social Media Manager»
 - Initial situation (social media in corporate and marketing communications)
 - Goals and target groups
 - Selection of channels (which platform is suitable for which purpose)
 - Budget / resource / scheduling
 - Performance review

Key Learnings

- Assessment of the individual channels with regard to which goals of the corporate communication can be achieved and for what content they are suitable
- Plan and implement a social media strategy
- Develop a social media strategy that supports and enhances your company's marketing and communications strategy
- Act as a competent partner in cooperation with external partners and consultants

Target audience

This course is aimed at social media officers, managers, and practitioners who want to introduce, expand and organize social media in their companies. This course is about strategic planning and integration into the company's marketing concept.

Additional information

Please bring your own laptop.

You can use it to store what you see and learn directly on your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. Please contact info@digicomp.ch after registering for the course.

Further courses

- Facebook for Business («FCB»)
- Paid Social Media Advertising – Facebook, Instagram, X, LinkedIn, Snapchat, WhatsApp, TikTok («PAIDSM»)
- Instagram for Business («INSTAB»)
- AI for Social Media Marketing («AISOME»)
- TikTok for Business («TIKUNT»)
- Storytelling and Positioning in a Digital World («STORYT»)
- Social Media Marketing – Advanced («SMC2»)
- Content Marketing and Content Strategy («CONTEN»)
- LinkedIn Marketing for Beginners («XINLIN»)

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-social-media-in-marketing-communication